

Business Overview & Vision

Zac Stabenow, CEO and Founder
Oct. 13 • 1:30 p.m. to 2 p.m.



Agenda

- Our History
- Who We Serve Today
- Momentum, Challenges, Opportunities
- Our Mission and Vision
- Innovation from Client Feedback
- Role of the Client Advisory Board

Humble Beginnings

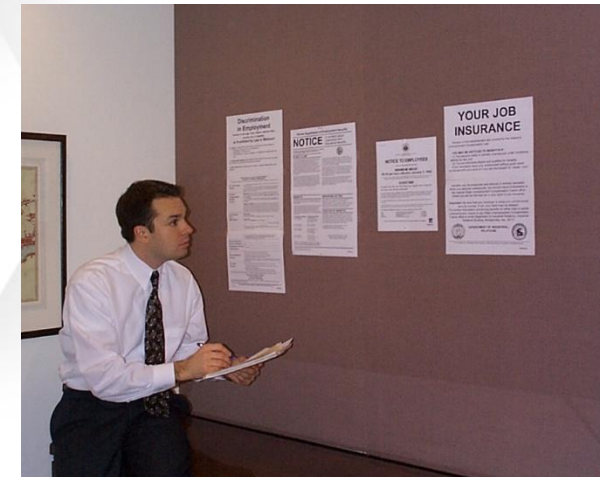


*12' x 18' basement
studio apartment*

Humble Beginnings



circa 1999



Evolution Timeline



- Broke off from original parent company
- Changed our client market focus

1999

2010

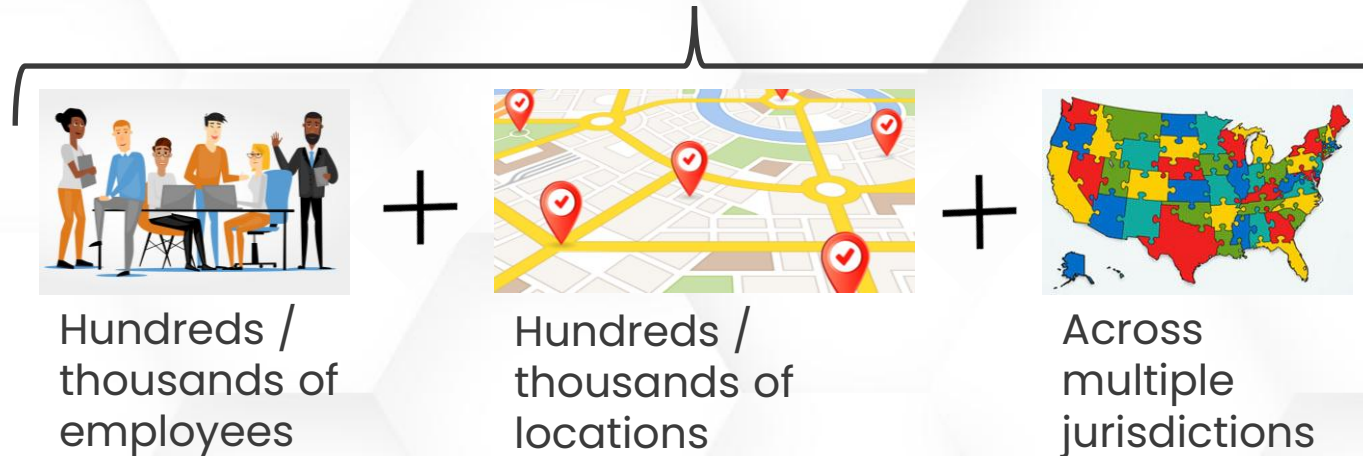
Today

- Established as a labor law posting provider
- Web store was the main focus
- Added wide-format, durable poster product offering
- Serviced a few multi-location corporate clients along the way (7-Eleven, Walmart, Wachovia Bank, The Home Depot, etc.)
- Lived inside another company called GovDelivery

Change in Client Focus

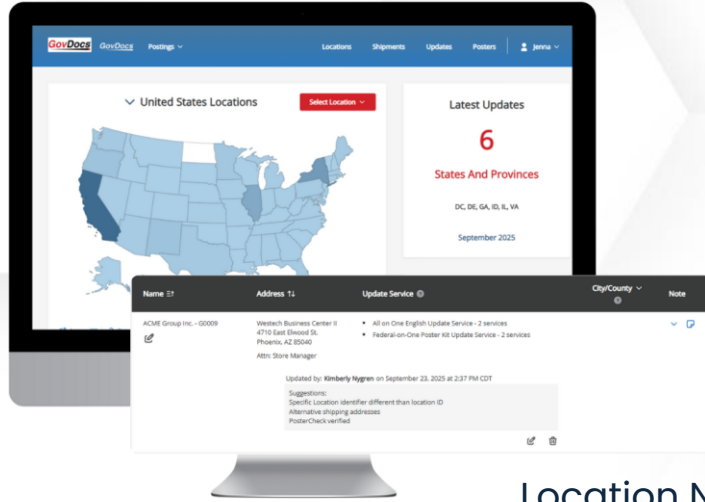


Fortune 10,000 Companies

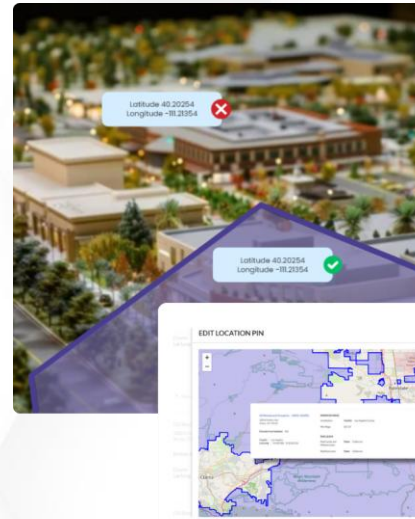


Innovate to Serve Clients Better

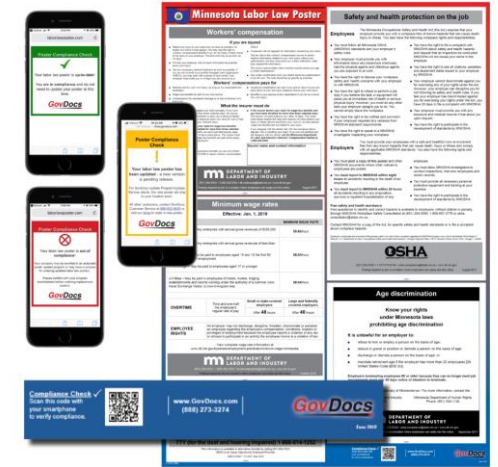
Postings Dashboard



LocationCheck™



ComplianceCheck™



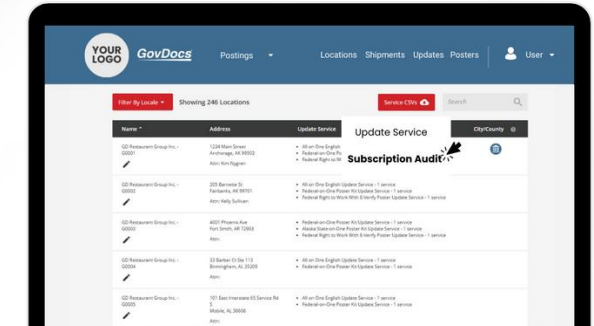
Location Notes (New)



PosterCheck™



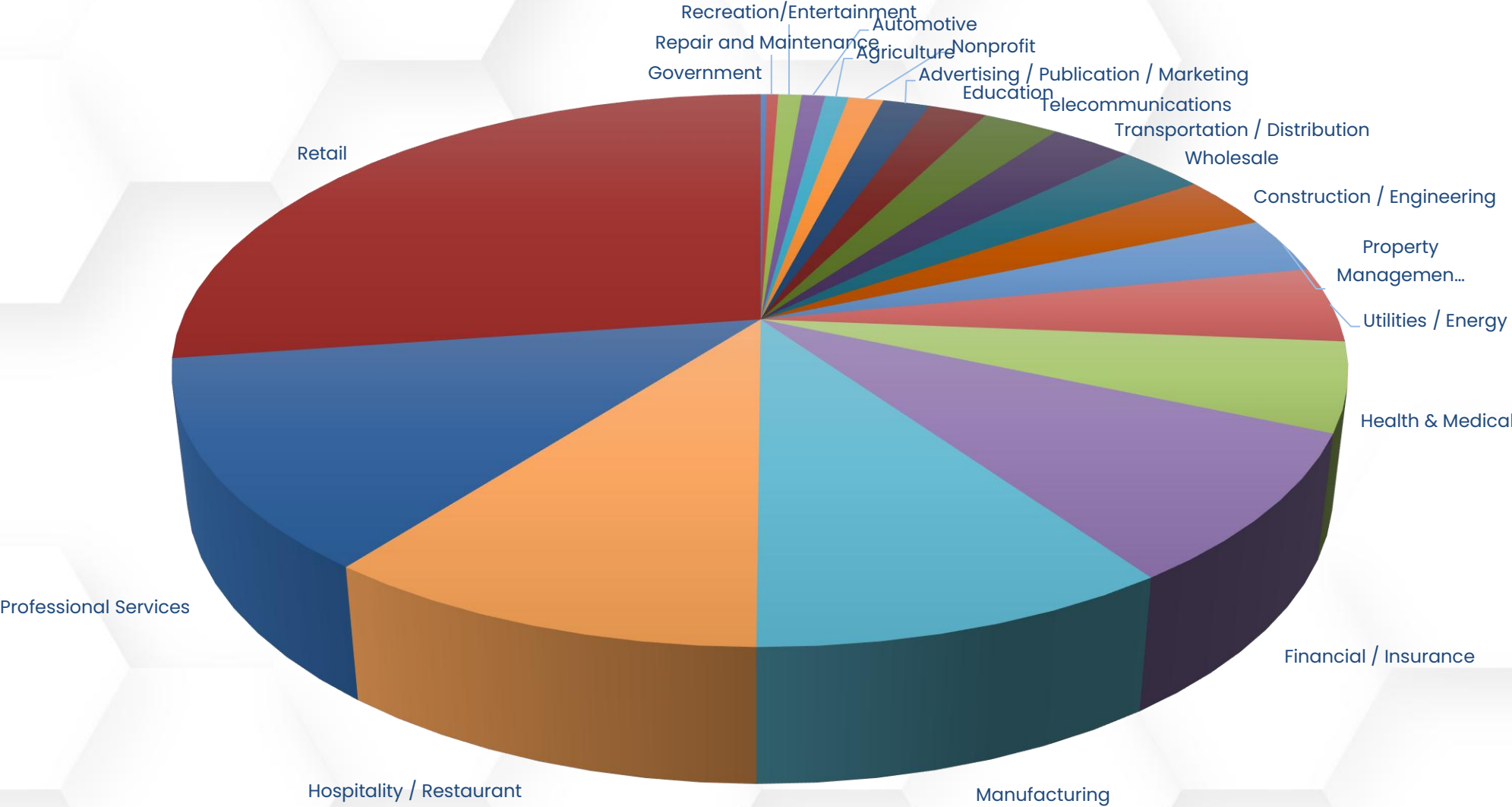
Intranet Poster Program (IPP)



Subscription Audit Report

Location Name	Address 1	City	State	Zip	Jurisdiction	Poster Name	Quantity	Service
1 Unique Location Name 1	1234 Main Street NW	Anchorage	AK	99503	Alaska	U.S. State	1	All on One English Update Service
2 Unique Location Name 1	1234 Main Street NW	Anchorage	AK	99503	Anchorage	City	1	All on One English Update Service
3 Unique Location Name 1	1234 Main Street NW	Anchorage	AK	99503	U.S. Federal	U.S. Federal on One English Poster	1	Federal on One Poster No Update S
4 Unique Location Name 1	1234 Main Street NW	Anchorage	AK	99503	Alaska	U.S. State	1	All on One English Update Service
5 Unique Location Name 2	32845 Crown Valley Rd.	Acton	CA	93550	Los Angeles County	Los Angeles CA County No Retaliation I	1	All on One English Update Service

Industries We Serve Today

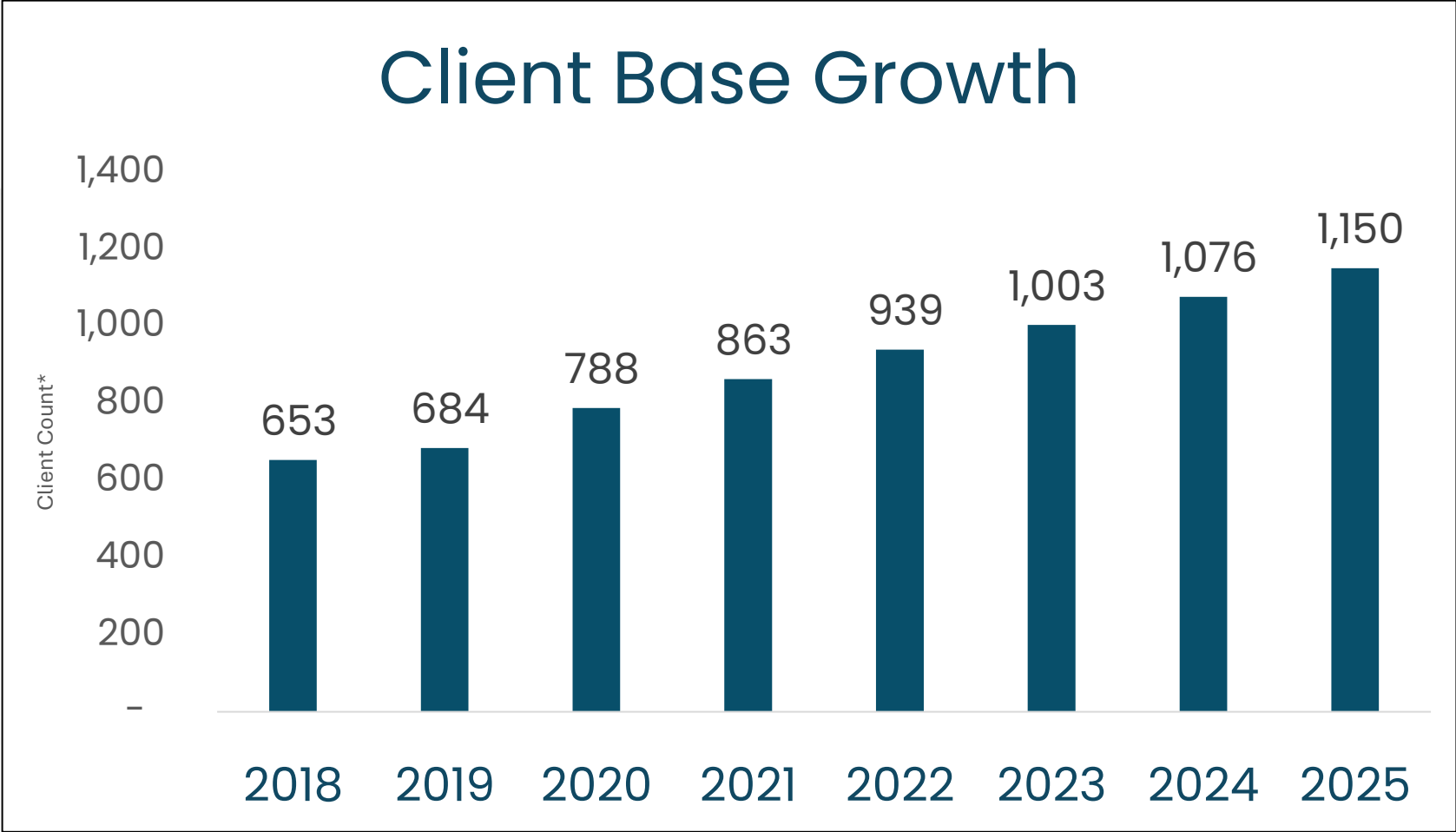


Clients We Serve Today



1,161 enterprise clients
2 largest companies in the World
35% of Fortune 20
35% of Fortune 500

Growth Momentum



*Client count as of January 1st each year

Growth Momentum

- 640,000+ posting locations serviced in the U.S. & Canada
- 3,500+ users of Postings Dashboard
- 67 Net Promoter Score (“high-end of Great”, bordering on “Excellent”)
- 96% client retention past 5 years
- 92% retention past 26 years
- 21 yrs. retaining Walmart as a client
- Trend of previous clients coming back
- 70+ teammates
- Hiring 10 more teammates by EOY
- Planning another 12 teammates hired in 2026
- 4th largest labor law postings company



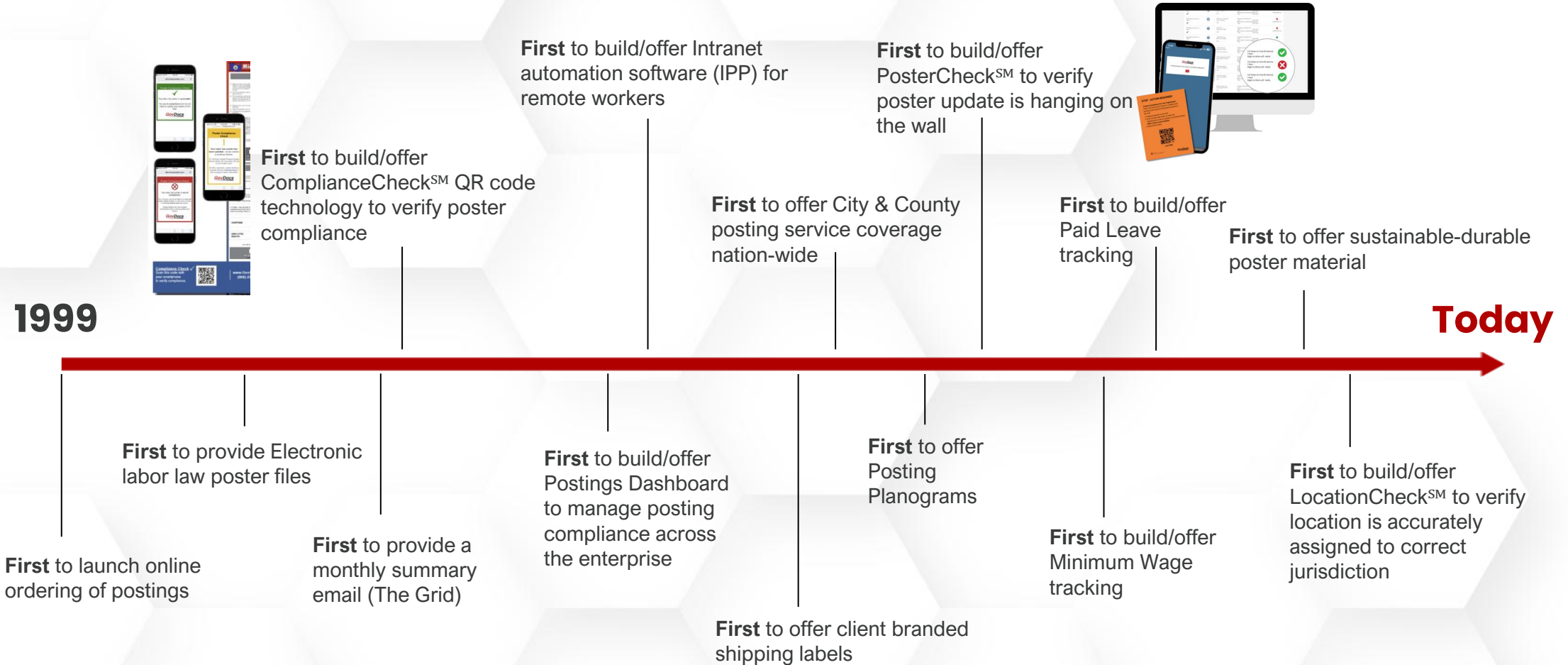
Challenges & Opportunities

- Calibrating business systems to allow for scale.
- Maintaining engagement with clients + prospective clients amid competing internal HR priorities.
- Hiring good technical talent to support the build of a world-class ELC Platform.
- Leading the team through Return-to-Office (May 2025).
- Preparing for SOC 2 - Type 2 compliance (Q4 2025 goal).
- Prioritizing backlog of 100+ product enhancements.
- Improving shipping deliverability for our clients.

Our Mission and Vision

Become the best in the world at
Employment Law Compliance solutions for
large, multi-location companies through
accuracy and **ease-of-use**.

Innovation from Client Feedback



This is NOT our Board of Directors



This... is our Board of Directors



Charlotte Kazigian

KPMG, Talent and Culture Associate



Connie Cody

The Coca-Cola Company, Global Equity & Compliance Director



Darlene Clair

Bass Pro Shops, HR Retail



David Burke

VCA, Director of HR Compliance



Rachel Hodges

Whole Foods Market, Senior Business Analysts, TMS-Policy & Compliance



Deborah Sagstetter

Shutterfly, Head of Total Rewards & HR Operations



Jessica Lund-Denn

Elior, Director, HR Operations & Payroll



Michael Brewer

Target Corporation, Director of HR Policy & Compliance



Mike McQuade

Manpower Group, Director of People & Culture



Susan Alston

Lumen Technologies, Lead Compliance Consultant



We Go[v] forth
together.